

**Subject:** RE: [Test] Get Urban DTLA: Real Estate Innovation in the Financial District - Thursday 9/20  
**From:** "Julia Marino" <@>  
**Date:** 10/18/2016 11:21 AM  
**To:** jdanganan@ccala.org

Twitter:

Special @GetUrbanDTLA Tour for #ILA2016 will explore #innovation in the Financial District. RSVP <https://goo.gl/luooKI> #DTLA #CRE #office

Facebook:

(use photo attached)

One city block. A thousand stories. @Pacmutual

Join the DCBID's last Get Urban Creative Office Tour of 2016 to see what's in store for this #DTLA landmark. RSVP <https://goo.gl/luooKI>

Thank you Joanne!

**Julia Marino**  
Economic Development Associate

 <https://www.downtowl>

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**Downtown Center Business Improvement District**

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

Call: 213-416-7529 | Fax: 213-624-0858

Web: [DowntownLA.com](http://DowntownLA.com)



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**From:** Joanne Danganan  
**Sent:** Tuesday, October 18, 2016 9:15 AM  
**To:** Julia Marino <JMarino@downtownla.com>  
**Subject:** RE: [Test] Get Urban DTLA: Real Estate Innovation in the Financial District - Thursday 9/20

Definitely can do! Can you write one each for FB & Twitter?

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**From:** Julia Marino  
**Sent:** Monday, October 17, 2016 11:00 AM  
**To:** Joanne Danganan <[JDanganan@ccala.org](mailto:JDanganan@ccala.org)>  
**Subject:** FW: [Test] Get Urban DTLA: Real Estate Innovation in the Financial District - Thursday 9/20

Good morning Joanne,

Below is our latest invite for Get Urban. Can you use the information to make a CCA social media post? If you want I can draft one for you of course! Just let me know if its FB, Twitter, or both.

**Julia Marino**

Economic Development Associate

 <https://www.downtov>

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**From:** Downtown Center Business Improvement District  
[<mailto:econ=downtownla.com@mail80.atl31.mcdlv.net>] **On Behalf Of** Downtown Center Business Improvement District  
**Sent:** Monday, October 17, 2016 9:36 AM  
**To:** Nick Griffin <[NGriffin@downtownla.com](mailto:NGriffin@downtownla.com)>  
**Subject:** [Test] Get Urban DTLA: Real Estate Innovation in the Financial District - Thursday 9/20

"Minor tweaks to your edit to get it onto two lines" — Downtown LA

To send feedback about this test campaign, reply with a message above this bar.

[Get Urban DTLA Office Space Tours](#)

[View this email in your browser](#)

 <https://gallery.mailchimp.com/0e55c60b45fbb9862b18025d9/images/83188183-ae0>

## **SPECIAL TOUR THIS MONTH: Innovation in the Financial District**

For our last GET URBAN Tour of 2016, and to celebrate [Innovate LA](#), we are "innovating" our program this month by presenting a special walking tour of the Financial District highlighting its changing office environment.

### **Featuring five firms on the leading edge of real estate innovation:**

1. [Industrious](#): With a hospitality-based approach and a refined look and feel, Industrious is bringing a unique product to the rapidly expanding co-working market.
2. [NXT Design Studio](#): Designers of the new headquarters for K-Swiss at PacMutual, their clients include Legalzoom, X-Prize, and True Religion.
3. [Turelk](#): An industry-leading tenant improvement contractor, their work is on display in their new office on street level at The Gas Company Tower and at WeWork, Hyundai, Red Bull, Activision, and many, many others.
4. [CPM One Source](#): A full service tenant relocation firm, they work at every stage of the tenant relocation process, from shipping boxes to picking furniture.
5. [Breather](#): Adding a new dimension to the concept of the workplace, Breather rents beautiful, private meeting spaces whenever you need them, including two at The CalEdison DTLA.

**PLUS:** End-of-tour reception on the patio at [The Bunker Hill Bar & Grill](#)

**Thursday, October 20  
2:00 - 5:30 PM  
626 Wilshire Blvd, Los Angeles CA 90017**

**Click [HERE](#) to RSVP**

### **Confirmed Tour Stops**

#### **[Industrious](#) - 600 Wilshire Boulevard**

Coworking Redefined. Stunning offices, inviting hospitality, and an inspiring community. Going far beyond a desk and a chair to deliver the perfect office.

#### **[PacMutual](#) - 523 W 6th Street**

One City Block. A Thousand Stories. PacMutual is a 460,000 sf campus of three interconnected buildings constructed between 1908 and 1927.

**The Gas Company Tower** - 555 W. 5th Street

An award-winning, Class A architectural landmark on the Los Angeles skyline. With its glass fins at street level and boat shape in the upper bank, the 52-story glass tower stands out as a beacon of modernism among the neighboring historic buildings.

**The CalEdison DTLA** - 601 W. 5th Street

Built in 1931, the property is undergoing a thoughtful repositioning for creative office use—retaining and underscoring the building's history and architectural integrity, while updating for today's office needs.

**Click HERE to RSVP**

 <https://gallery.mailchimp.com/0e55c60b45>

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Ste. 200  
Los Angeles, CA 90017

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—Attachments:

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